This Magic Box Can Mean TV For All

Theatre Firm Gets Rights to Living Room "Telemeter"

Canadians may soon get the chance to watch TV without having to live near a TV transmitting station.

And for this variety of TV, you won't even need an aerial—just a line to the nearest telephone pole. But you will need a television set, a "magic box" and some loose change in your pocket.

Last week, Telemeter, something new in the mushrooming television field, was purchased for Canadian distribution by Famous Players Canadian Corp. Through Telemeter, the company hopes to bring the latest movies, sports events, Broadway shows, and operas to thousands of Canadian homes.

The pictures will be transmitted by wire, not through the ether, though conventional TV receiving sets will be used.

It's a "pay-as-you-see" TV system that works on the same principle as a pay-phone. The whole family can view a first-run movie, for example, for the price of one ticket dropped into the Telemeter box, an attachment that can be connected to any existing TV set. Each set is then wired to a "community antenna" on the outskirts of town, and also to a special studio where films can be televised. If the area is very remote, out of reach of any TV programs, sets will only carry the filmed programs.

Key to the new system is a coin-in-the-slot arrangement that clears the "scrambled" picture sent out over the Telemeter channel. After you've deposited the right amount of money, you just relax and enjoy the full-length show without the interruptions of commercials.

About 15 minutes before the show starts, a verbal announcement tells you what will be playing. If you don't want to see it, you just don't pay. If you put money in the box and then change your mind, you get that much credit for the next night's performance. The price of shows will range from five cents to $2.00.

Money from the Telemeter box is collected once a month in a rapid, three-minute operation. And here's where plans are way ahead of realities. Machines that will count and separate coins are already being developed, and even the interiors of trucks that will do the collecting have been designed.

Could be "Wireless"

Telemeter actually needs no transmission lines; it only needs its own channel or temporary use of an existing channel on a rental basis. For Canadian consumption, however, lines will have to be used, as no private TV stations are being licensed.

"Community antennas" to relay CBC and other programs could be constructed almost anywhere. Thus, the system could act as an extension of the CBC, without involving the government system in any expenditures.

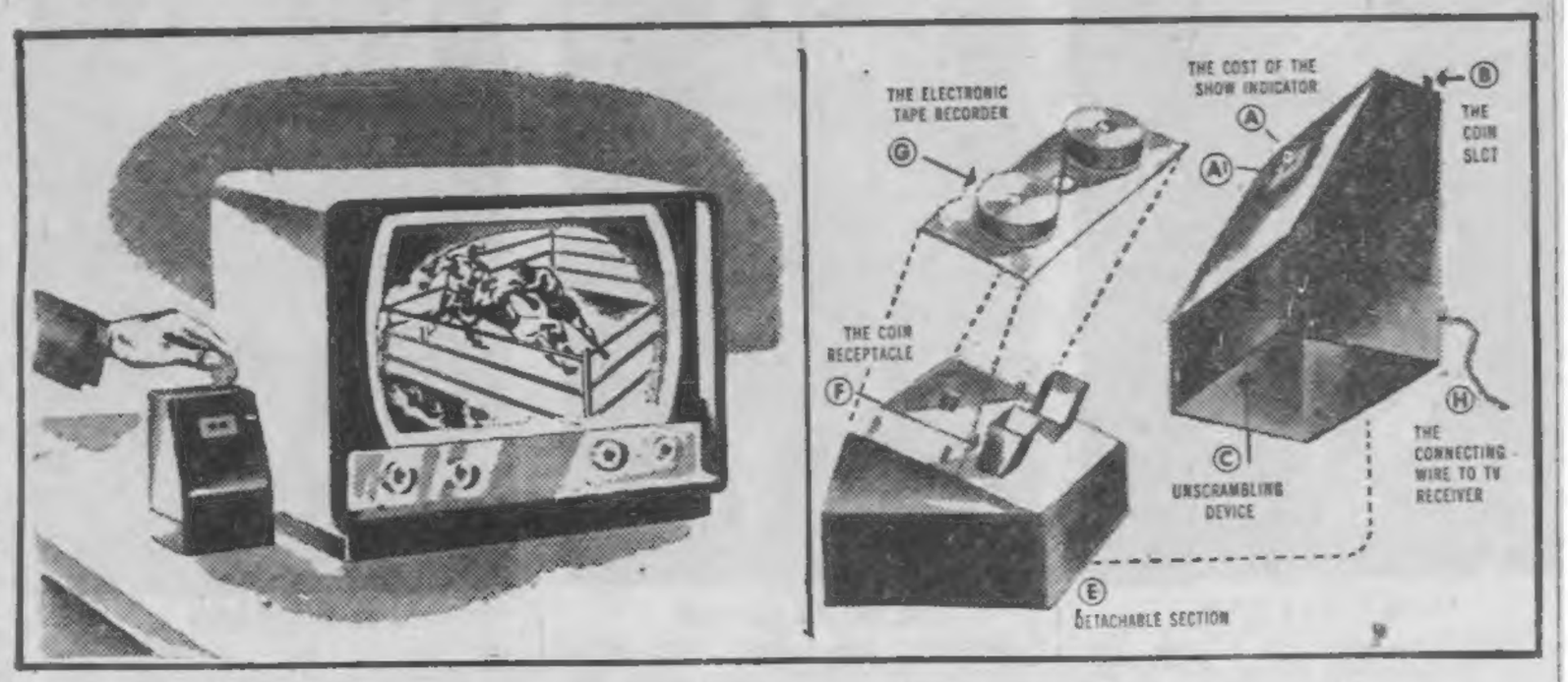
But Famous Players President, J. J. Fitzgibbons points out that "if CBC-TV won't give us permission to use their programs, we can originate enough of our own. In fact, television couldn't afford to produce our kind of program."

The Magic Box

The solution to all the electronics problems involved in making Telemeter possible are enclosed in a 4 x 4 x 8 inch plastic box which can be attached to any TV set in a few minutes.

The box contains a mechanism which unscrambles the picture; a device which sets that mechanism working as soon as the correct amount of coins has been deposited; and a moving electronic tape to record how much money was paid and for which particular show.

First place to get Telemeter will be London, Ont. Already many miles of cable have been laid and an antenna has been put up on a local golf course. It's being sponsored by a group of local businessmen, headed by Harry Anderson, an electronics engineer.



The TV set (left) equipped with Telemeter receives an unintelligible picture (once it's turned on and tuned in to the proper channel) until the correct amount of money is deposited into the Telemeter box, shown on the right. Here, the user looks in window (A) to find the cost of the show, then inserts in coin slot (B) the required amount. This sets in motion the unscrambling device (C) inside the box. Window (A-1) adds the coins as they are inserted. The detachable section (E) consists of the coin receptacle and the electronic tape (G) that records what shows have been received through the Telemeter box (H).

Other cities will get the system, but arrangements have not been completed anywhere else, and company officials won't say who's next.

At the moment Telemeter is not operating anywhere in the U. S., because the Federal Communications Commission has not given its approval yet. This winter an experimental station will begin operating at Palm Springs, Cal., to gather data for the FCC hearings.

What It Will Cost

How much will the Canadian TV set owner pay for Telemeter?

The attachment will be leased, not sold, but at what rates has not yet been decided. A monthly fee, also not yet determined, will be charged for use of the "community antenna," wherever applicable.

When the operation is launched on a nation-wide scale, about a year from now, Telemeter boxes may become part of regular TV sets. Already seven major U. S. manufacturers have expressed interest in incorporating the gadget into their units. Canadian TV manufacturers would likely follow suit.

In Montreal, Rediffusion Inc. (The Financial Post, Apr. 12, 1952), has been distributing TV on an experimental basis for about a year. Main differences between the two systems are that Rediffusion collects a flat weekly fee, rather than the "pay-as-you-view" twist, and that in the Montreal system, the customer does not own his television set, but has to pay a $100 installation fee to rent a unit.

To handle the new sideline, Famous Players Canadian has formed two new subsidiaries: Trans Canada Telemeter Ltd., the other still unnamed. No decision has yet been reached on whether the company will make its own equipment, or job out the necessary contracts.

Officers and directors of the new subsidiary will be the same as those of Famous Players. Jean A. Pouliot is chief engineer of the project.

Paramount Pictures Corp., which controls the Canadian theatre chain, recently acquired 50% of International Telemeter Corp., Los Angeles, the home company, for a reported $350,000. It's now privately financed, but if and when FCC approves a national system, public financing is expected to become necessary.

Toronto Star January 29, 1960, p.10

USE LEAFS TO TEST PAY TV OPERATION

Many Questions Still Unanswered Such as Fees, How Many Homes?

By MILT DUNNELL

Many questions remain to be answered regarding hockey's flight to closed circuit television, starting with Leafs vs. Rangers at New York on Feb. 28. Telemeter of Canada made the announcement yesterday in Toronto and New York.

A spokesman for the company here was unable to say definitely:

- **HOW MANY HOMES** would be equipped to receive the closed-circuit telecast in Etobicoke, where the project has been launched.
- **WHAT THE FEE** would be for those whose homes are equipped to receive it and how the "gate" would be split.
- **WHETHER FURTHER GAMES** will be carried (playoffs, for example) after the four Sunday night games from Feb. 28 to the end of the season.

These partial answers were available: 2,000 subscribers have signed for Telemeter in Etobicoke. It is hoped 1,000 sets will be in operation by Feb. 28. There is no way of telling how many will accept the Leafs-Rangers game.

Subscribers will have the choice of three channels, in addition to regular channels. They will pay for closed-circuit programs by depositing coins in a meter. There will be no commercials. Current movies will be offered each evening, along with some public service propaganda of a community nature.

Cost of a hook-up with the coaxial cable, which will be carried on Bell Telephone poles, is $5 — believed to be only a fraction of the actual expense involved.

While Imperial Oil, which has held the Leaf radio and TV rights for years, granted permission for the Sunday night games to be carried, it is not interested otherwise. Nor is it definite that Foster Hewitt will do the commentary. Hewitt, traditional "voice" of hockey in Canada, said last night the Telemeter people had mentioned the proposition some time ago but nothing was decided.

Television and advertising men privately expressed the opinion the Telemeter people had provided themselves with about the toughest test possible. Sunday night is a good night on free TV. Hockey will be clashing with some of the top shows. Subscribers will be asked to pay for something they saw for nothing on Saturday night.

The cost of bringing the game from New York was estimated at $10,000. Unlike free TV, which skips the first period, the closed circuit people will have to bring the entire game.

TRANS-CANADA TELEMETER PRESIDENT E. FITZGIBBONS AT SET

YOU PAY YOUR MONEY AND YOU TAKE YOUR CHOICE

Toronto Star, February 26, 1960, p.9

—Star Photos by Reg Innell

STAR'S GEORGE BRYANT AND ANNOUNCER BOB NELSON
Get News Ready for Pioneer Telemeter Show

THIS IS WHAT THE TELEMETER TV UNIT LOOKS LIKE
Sandra Shaw Selects New Movie She Wants to See

1,000 in Etobicoke Test Pay TV Tonight

Telemeter, Inc., the pioneer in the field of pay-TV, tonight puts to the test in Etobicoke the theory that people will pay to see current-release movies if they can be spared the commercials.

Upwards of 1,000 Etobicoke citizens each have paid $5 for coin-boxes attached to their sets, and to be hooked up to a cable which brings in the picture signal. Tonight at 8 p.m., Telemeter goes on the air—or on the cable—for the ones who pay.

At 8 sharp, brief introductory remarks, the news, weather and sports will be carried — free. Telemeter claims the end product will be the same as ordinary television only lots better: Because its signal is carried by a co-axial cable, there is no atmospheric disturbance.

Why Etobicoke as the site for the world's first experiment with "theatre-in-the-home?"

"We conducted a survey from our offices at New York and Los Angeles and we found Etobicoke township was the toughest district to sell anywhere," says a Telemeter official. "We figured if we could put it over in Etobicoke, we could sell it anywhere."

The Toronto Daily Star will handle the news broadcasts as a public service. At the outset, there will be one daily—from 5.55 to 6.10 p.m. The news will be carried free.

Following tonight's opening spot, there will be two movies simultaneously — "Journey to the Centre of the Earth" and "The Nun's Story." They'll cost 90 cents apiece.

Have Three Channels

Although all Telemeter programs are on Channel 5, this in turn is broken down into three channels—5A, 5B and 5C—by a knob on the box. Thus, three programs can be carried at once with the viewer picking the one he wants.

There also is a knob on the box which the viewer can turn to get program information in advance. The prices for each upcoming attraction appear in a tiny window when you turn the channel selector on the Telemeter box. If a movie, for example, is 90 cents, and the best you can manage is four quarters, the gadget rings up a dime credit that is applied to your next selection.

Once you pay for a movie or any other production, you're stuck with it, however. Money paid to watch one item can't be used up on another Telemeter channel.

Five Hours Daily

Telemeter doesn't affect the regular TV channels; you can take it or leave it alone. You pay nothing except the $5 for the coin-and-channel selector box and the money per show. Servicing the boxes is free. And you don't need an aerial for Telemeter since cables, planted by the Bell Telephone Co. of Canada as a major part of Telemeter's $1,000,000 Etobicoke investment, carry the signal.

Main control panel at Telemeter's broadcasting h.q. focusses on Star newscast.

In projection room one man runs off film, another holds up stills to illustrate news.

TELEVISION'S BIGGEST TEST

While families in Etobicoke, Ont., watch North America's first large-scale pay-TV, the TV industry is watching them

Robert C. Ragsdale

Barry Neaves takes his girl friend, Lillian Zuraw, to the movies in her own living-room.

by DERM DUNWOODY

IT IS 8.40 p.m. on a slippery Friday evening in March in the pleasant and marvellously middle-class Toronto suburb of Etobicoke. In the Zuraw household on Yorkview Dr., six people wait. Then Barry Neaves, 20, a post-office employee, rises on his moccasined feet, pads over to the corner TV set that dominates the Zuraw living room, sets it at Channel Five, dials "B" on the small, plastic box that perches on top of the set, waits a second while whirling electronic wheels click on the price, then obediently shoves in four quarters. More clicking, then the screen flickers into life with the first scenes of *Make Mine Mink*, a top-ranking British comedy that had played downtown less than two months before.

This is how Barry takes his 20-year-old girl friend Lillian to the movies in her own living room. Looking on, of course, is an assortment of kibitzers—brothers, sisters, friends and friends of friends. But if host Barry Neaves is nettled he gives no sign. "I probably put $3 a week into that box," he says philosophically, "but it would cost me that much anyway to take Lillian to a movie, and this way everyone gets a kick out of it."

In the next few months, the Zuraws – with boyfriend Barry leading the way—will poke quite a lot of quarters into the coin-slot. On winter Sundays they habitually by-passed the *Ed Sullivan Show* to pay $1 to see the out-of-town hockey performance of the Toronto Maple Leafs. Saturday afternoon 12-year-old Irene Zuraw and contributing neighbor-pals cough up 25 cents to see the matinée. Nor are movies the only offering: In the months of April and May, Lillian and Barry had the opportunity of watching Menotti's opera, *The Consul*, *Show Girl* with Carol Channing, Ibsen's *Hedda Gabler*, and *An Evening With Edith Piaf*—all of it available at $1.50 a throw, uninterrupted by commercials or station breaks.

Whether or not they're aware of it, the Zuraws are guinea-pigs. With 5,800 of their Etobicoke neighbors they are part of the world's first permanent pay-as-you-see TV system launched in February last year by Famous Players Canadian corporation in co-operation with its parent firm, Paramount Pictures, which hopes to learn enough from Etobicoke's reaction to launch Telemeter – or "Theatre-in-the-Home" as they like to call it—on a nation-wide basis in Canada and the U.S. Which programs the Zuraws and their neighbors watch, whether they seem to prefer comedy to culture, baseball to ballet, all of it is being taken into account and may well help shape the content of the programs presented over your pay-TV station one or 10 years hence.

Already in Etobicoke it has drastically altered entertainment buying habits. Take the case of James Foy, a mining executive who lives with his wife and two small sons on Birchview Blvd. "We never used to go to a movie more than once or twice a year," he says, "but now we pay to see five or six a month on Telemeter."

ANOTHER man adds: "Why go downtown and pay for sitters and parking when you can wait a month (Telemeter movies are usually current-run) and have them deliver it to your home?"

But not everyone's a fan. Some Etobicoke viewers argue that the type of movies now being turned out by Hollywood aren't good enough to pay money for. "We could show Noah's Ark with the original cast and some people wouldn't like it," is the terse rejoinder of William O. Crampton, one-time Toronto advertising man who's now operations manager for the poineer system.

Others are against the idea of having a box-office installed in their living-room and have refused Telemeter on the ground it amounts to an invasion of their privacy. About 100 charter members of Telemeter, after paying the nominal fee of $5 to be hooked up, contributed so little—less than 75 cents a week—that the company cancelled their contracts and removed the boxes. Some argued that they preferred going downtown for their night out and resented being "imprisoned" by Telemeter. One viewer – I interviewed 30-odd – said that while he liked the new movies, he missed the commercials. Still another observed after watching his first commercial-free Telemeter movie: "It was a weird experience. You keep watching for a commercial that never comes. There wasn't even time to go out to the kitchen for a beer."

But, to the basic question—Would you pay money to watch better TV?—Etobicokeans have responded with a resounding yea. A few kicked in as much as $22 or better in a single month; most, however, stayed closer to $10 or $12.

Not that the Telemeter people looked to make money out of Etobicoke. "We wanted to know what people wanted to watch, and how much they'd pay," International Telemeter President Louis A. Novins told me in his Broadway offices. Subscriber response was more than encouraging. *Sink The Bismarck*, for example, was shown after its downtown run in Toronto, and drew 43 per cent of the "telemeterized" audience. *The Ten Commandments*—10 cents a commandment, one wag suggested – did better, fetching 50 per cent of the potential viewers. *Anatomy of a Murder* laid a comparative egg, doing a 23 per cent business. *Peyton Place*, another sexy film, did worse—22 per cent.

Sunday night hockey regularly drew about a quarter of the potential audience. Though only mildly impressive when viewed against commercial ratings, these figures are little short of miraculous to movie exhibitors, who feel that any production garnering more than six per cent of the potential North American audience is a smash hit.

"If we'd been interested in making money," says Crampton, of Trans Canada Telemeter, "we'd have put in 20,000 units, not just 5,800. But our first objective wasn't to make money." As to the report of one survey company (hired by an advertising agency) that Etobicokeans were paying only $1.22 on the average a week, he says: "They took us on a week when we were showing clunks. If they'd surveyed us the week we were showing *Psycho*, they'd have got entirely different figures."

IT'S BEEN estimated that the Etobicoke project will reach the break-even point before the end of 1961 when it's expanded to include 10,000 subscribers. Thus far, it's been conducted something like a loss leader in a discount house, the main objective being to get them into the store. The technique seems to be working. Already Telemeter has received hundreds of applications both from would-be franchise-holders anxious to open up their own Telemeter stations (which could be anyone in the community, particularly building contractors), and from private citizens who want to be hooked up.

"Ever since we announced we were going to have these special shows like *The Consul* and *Show Girl*, the phone hasn't stopped ringing," says Crampton. But the Telemeter people insist on moving cautiously—no new boxes will be put in, not even in Etobicoke where the waiting list is long, until programming is well under way and units are being made in large enough quantities.

The inevitable *(concluded on next page)*

Toronto Star Weekly, June 10, 1961, p.8

Telemeter subscribers receive bi-weekly programs and bulletins for special shows.

question—why should a giant U.S. corporation with millions at stake invest $1.5 million to test-market a product in Canada?

First, pay-TV was already embroiled in controversy in the United States—the movie theatre owners had carried their fight to the halls of congress in a vague and probably futile attempt to block the upstart—and Canada had barely heard of it.

Second, all the surveys—and Paramount undertook many of them—showed Etobicoke to be socially and economically right; the community offered a broad range of income brackets, was in the heart of a quickly-expanding area and was television-conscious, with some 96 per cent of its 40,000 homeowners having sets.

Third, it was less than 10 miles away from the Canadian home offices of Famous Players. And, fourth, Etobicoke, in common with the rest of the Toronto area, is on the receiving end of more commercial channels—two from Toronto, three from Buffalo, and one from Hamilton—than any other part of North America except New York, Los Angeles and Havana. "The only way to test a new product," says Lou Novins, "is under the most severe conditions possible."

ETOBICOKE isn't the absolute beginning of pay-TV. Three times before – in Bartlesville, Okla., in Palm Springs, Cal., and in a Chicago suburb—it's been tried with notable unsuccess. It struck out for two reasons: Primitive equipment made cheating too easy and over-charging too prevalent; and a see-now-pay-later method of billing foundered for the simple reason, well-known in show-biz circles, that you can't send people bills at the end of the month for entertainment and expect them to pay. Expansion plans make no specific mention of any Canadian centres (except, of course, for Etobicoke and the surrounding area) but do include such ripe residential areas as the Rego Park section of New York city and Little Rock, Ark., chosen mainly because of the extreme co-operation of the local telephone company. At the same time, other movie companies are sending out signals—RKO, particularly. After a turbulent struggle with the Federal Communications Commission in the U.S. it won its battle to push 40 hours a week of pay-TV into Hartford, Conn., with 50,000 potential receivers.

In Etobicoke, here's how they worked it:

After $10 million and 10 years of research, Telemeter chose Etobicoke. It set up a broadcasting headquarters in the community's geographical heart—Bloor St. at Royal York Rd.—and contracted with the Bell Telephone Co. to spin a spider-web of telephone cable through 95 miles of Etobicoke, covering 20,000 homes. A sign was erected: THE WHOLE WORLD IS WATCHING ETOBICOKE. And, in November of 1959, Trans Canada Telemeter began installing cash-boxes in homes where set-owners made the request.

Smaller than the size of the average mantel radio, the Telemeter unit is nonetheless loaded with electronic know-how. It displays prices, counts and records cash "admissions;" restricts showings to those who've paid, keeps track of over-payments and, via a looped tape, announces what's playing, when the feature will start and who's starring. More important from the Telemeter standpoint, it comes equipped with a recording device that tells all—who watched what, and when.

"We found one man who had put nothing into the cash-box," recounts an official, "but we played his tape over in the office and found he'd watched $43 worth of shows over a two-month period. Naturally, he denied it. But when we were able to tell him exactly what he'd watched and at what time, he admitted everything and paid his bill."

The box can be affixed to any standard TV set without any serious tinkering with the set's innards or any effect on reception of commercial channels. For all its bookkeeping skills, the prime function of the box is to feed the three Telemeter signals into an open channel on the receiver, Channel Five in Etobicoke's case, and increase the frequency levels once the money has been deposited. Sub-channels A and B take care of movies and specials. Channel 5C offers a potpourri of free public service programs—news (courtesy of The Toronto Daily Star), industrial films, educational films, good music, and live local productions, all of them free. Channel C is also entrusted with presentation of films considered "adult" by the censors—*Butterfield 8*, for example.

On its own volition—wired TV, unlike broadcast TV, which utilizes the spectrum and therefore falls under the control of the Board of Broadcast Governors, is theoretically free to do as it pleases—Telemeter restricts showings of such films until after 9.30 p.m. On the two pay-channels, newish movies are shown at 7 and 9 p.m. usually, depending on their length, with children's matinees on Saturdays for 25 cents.

SPORADICALLY, special showings by such as comic Bob Newhart (he with the button-down mind) are shoved in—for $1.25 a look—to enliven the movie diet. Newhart caught a 29.1 audience but simple arithmetic (29.1 x 5,800 x 1.25) shows that the promoters lost money in paying him better than $2,500 to perform for Etobicoke. Even so, it was the kind of thing that Telemeter must do—and is doing at great cost—to hold public interest and enlarge its present audience. Two Telemeter producers are now scouring Europe for bigger and better productions.

"We're cerainly not going to put in money to watch the sexy kind of movie that Hollywood puts out nowadays," says one woman.

Channel C, the so-called "public service" station, presents an entirely different set of problems. As a free private community network—which, in fact, it is—it could and should be big. How many towns of 40,000 and less have their own TV station with local programming? But despite the strivings of Telemeter, it languishes. Partly its trouble stems from public apathy. Electoral candidates in the last municipal election were invited to get together to work out a format for a joint presentation of their views; they couldn't agree. Another time they wrote the University of Toronto in pursuit of some high-level educational programming and received no answer. On the positive side, the Etobicoke Red Cross chapter put on a series of half-hour broadcasts on artificial respiration and such-like, ex-CBC announcer Larry Henderson "sold" film showings of a recent trip around the world at 50 cents a peek, and an Etobicoke high school play was filmed for showing to a small but intensely interested audience.

CHANNEL C has got off to a pitifully slow start. Even so, it's busting with potentiality. "Clusters of these networks," says the New York Times, "could be put together for major attractions, but meanwhile each chain can pursue matters of interest to an immediate small area rather than a nation or a whole city . . . One of network TV's most baffling problems has been how to get down to the local level of the individual's interest and concern." Meaning that pay-TV's free channel, though shilling for the cash-shows, can render an invaluable community service—something not now provided by commercial television.

Another point: Because wired TV broadcasters are allowed as many channels as they wish (not just one as in the case of those using the air-waves), they need not cater to mass tastes in order to survive. Conceivably, two channels can be allocated to "popular" programming with the third reserved for the ultra-highbrow—or even the ultra-lowbrow—viewer.

As Novins sees it, the emergence of pay-TV as a large-scale cultural force may prove to be of even greater significance. Says Novins: "It emancipates the medium, rids it of its inhibitions, removes the barrier—the advertiser and the advertiser's wife—that separates the viewer from the producer. It should mean better entertainment."

So far Telemeter hasn't hurt movie attendance in Etobicoke, which bears out the theory that pay-TV doesn't detract from movie theatre attendance but expands it through its delivery to the home. As far as its effect on regular TV-viewing habits, mining executive James Foy says: "There never was anything on free TV you wouldn't shut off if a friend dropped in. With Telemeter you'd ask him to watch for a while probably—maybe because you paid a dollar to see it or maybe because it's a good movie."

As an unlooked-for by-product, Telemeter fosters a degree of togetherness that harks back to the days when television of any kind was a novelty. "Telemeter's a wonderful way to keep the children at home," says Mrs. Joseph Quinn, mother of a girl of 19 and a boy of 15. Hockey and football fans sometimes club together to watch Sunday night (hockey) games and Hamilton football, blacked out to Argo fans. But, in affluent Etobicoke, they seldom chip in—the host usually pays—even with the kids' matinees.

"Unless they make some terrible mistakes, Telemeter can't go wrong," says Tommy Hoad, a movie projectionist living on Etobicoke's Jackson Ave. His wife agrees but adds, "The least they could do is send around popcorn during the movie." ●

Toronto Star, Nov. 1, 1958, p.21

NICKEL TO $2

Try Pay-TV In Ontario In '59

By DON GOUDY

Pay-TV, a scheme by the movie industry to recover losses from fallen theatre attendance, will be put into operation in London, Ont., early next fall by the Famous Players organization.

Telemeter boxes, designed to sit on top of television sets, will collect from five cents to $2, depending on the selection the viewer wants to see.

Whether it will come to Toronto depends on the success or failure of the London venture, and J. J. Fitzgibbons, Famous Players' president, has no thought of failure.

"Already $10,000,000 has been put into telemeter research by Paramount Pictures," he said. "This kind of money isn't spent on a losing gamble."

One thing is certain if the plan succeeds. It will spell the doom of the neighborhood theatre and Mr. Fitzgibbons is the first one to admit this. "Small theatre operators will have to go the way of blacksmiths," he said.

Trans-Canada Telemeter, a subsidiary of Famous Players, is now working with Bell Telephone to set up a transmitting studio in London's Crown Trust building. Headed by Gene Fitzgibbons, son of J. J., the firm is looking for successful transmissions by May.

Here's how it will work. Two and possibly three selections will be offered by way of telemeter over an unused channel of your set. The pay situation will in no way interfere with the "free" programs on other channels.

New Movies

"We won't offer first-run movies," said Gene Fitzgibbons, "but the viewer will get them probably 30 days after they have started. First runs will be saved for the big showcase threatres.

"We'll have live telecasts of sports which have been blacked out in the local area. It may cost, say, 50 cents for a football game. Championship boxing bouts, now available only in a few local theatres, will be assured the home TV audience.

"There will also be live telecasts of plays at legiti-

J. J. FITZGIBBONS

mate theatres, operas and other local events not normally covered by local television stations," he said.

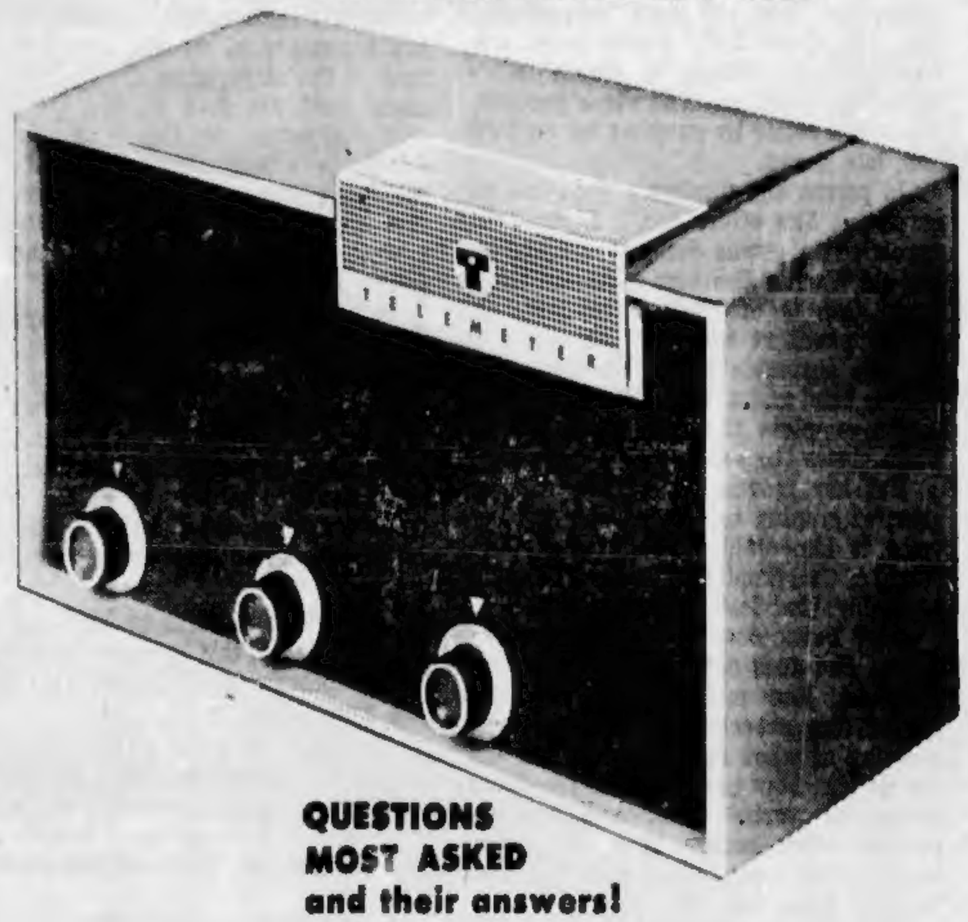
To make your selection, you drop a coin in the telemeter and a voice will tell you what is being offered and at what price. The machine records what you have put in on tape and at the end of the month a collector will drop around to remove the coin box and its accom-

Toronto Star, Nov. 13, 1959, p.24

TELEMETER

THE PAY-AS-YOU-SEE 'HOME ENTERTAINMENT SYSTEM' THAT PROVIDES QUALITY PROGRAMMING THROUGH YOUR TV SET...*WITHOUT COMMERCIALS.*

Our office at 3010 Bloor St. West at Royal York Road is open daily from 9 a.m. to 5 p.m. including Saturdays. Open Fridays from 9 a.m. to 9 p.m. TELEMETER staff will be happy to provide information and accept orders for service. **NEW PHONE BE 9-4881**



QUESTIONS MOST ASKED and their answers!

WHAT WILL IT COST ME?

It will cost you $5.00 (the price of a telephone connection) to add a Telemeter unit to your TV set.

HOW MUCH DO I PAY EACH MONTH?

You pay no monthly charges . . . you pay only for the programs you select. The price of each Telemeter program is announced. Deposit the necessary coins and your show is on . . . WITHOUT COMMERCIALS!

TRANS CANADA TELEMETER A4
3010 BLOOR ST. WEST, TORONTO

Please send me, without obligation, information concerning TELEMETER

NAME.....
ADDRESS.....
ZONE..... PHONE.....

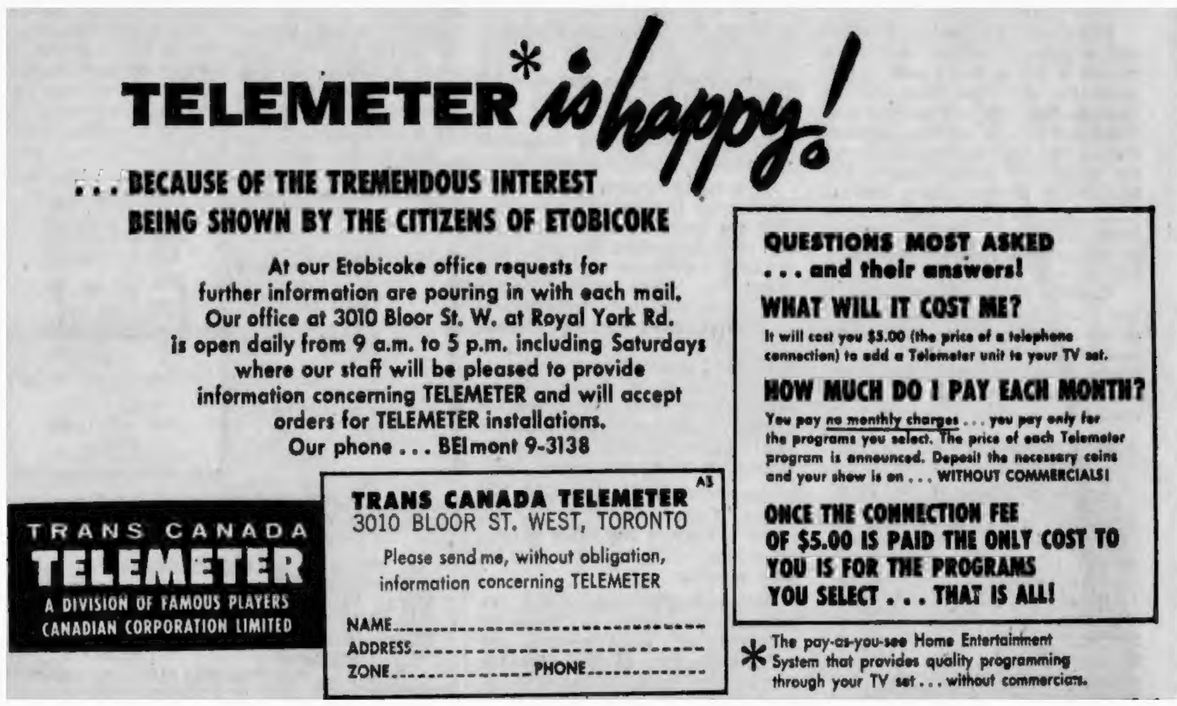
TRANS CANADA
TELEMETER

A DIVISION OF FAMOUS PLAYERS CANADIAN CORPORATION LIMITED

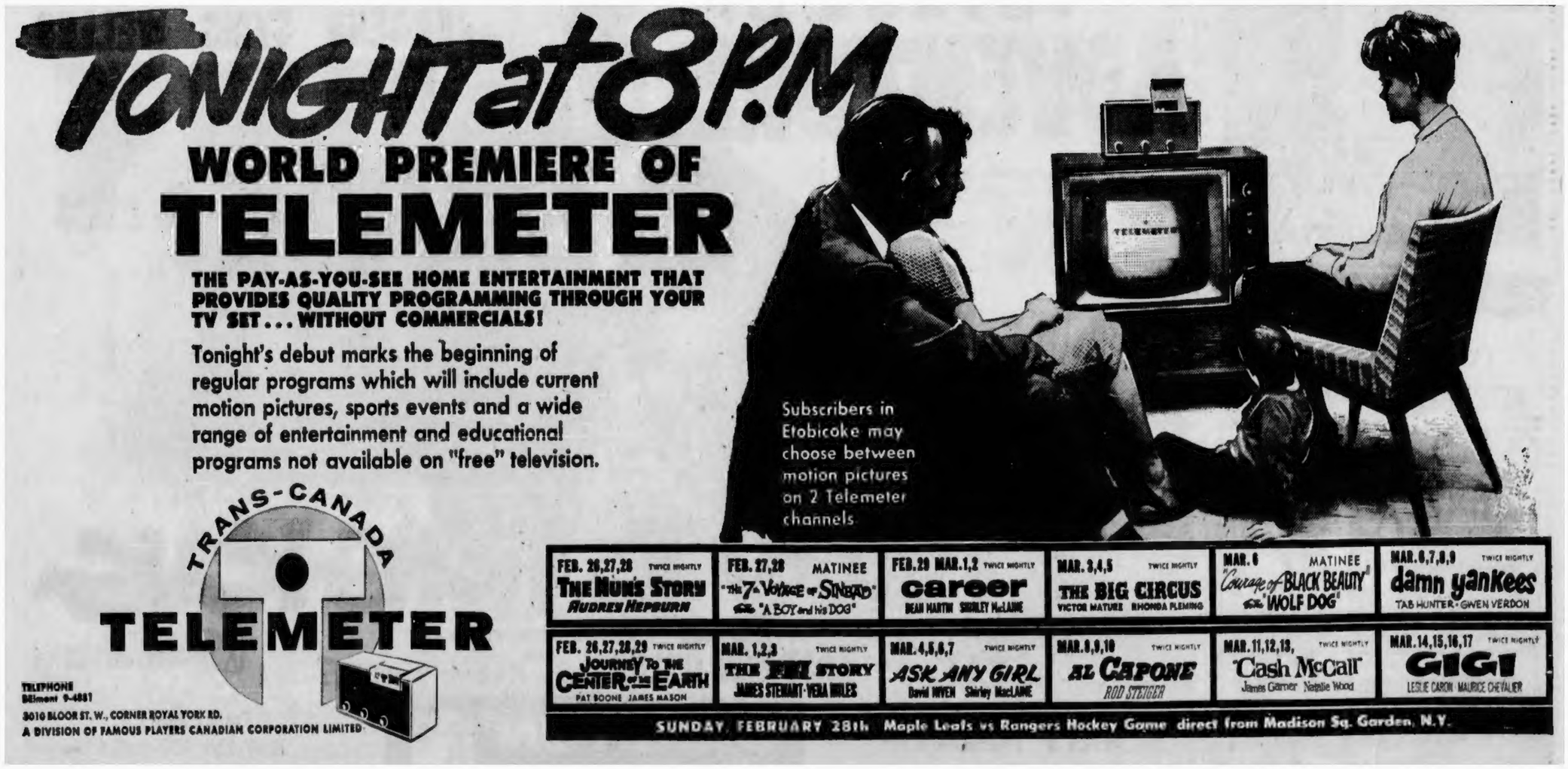
Toronto Star, January 15, 1960, p.23

Toronto Star, October 30, 1959, p. 35

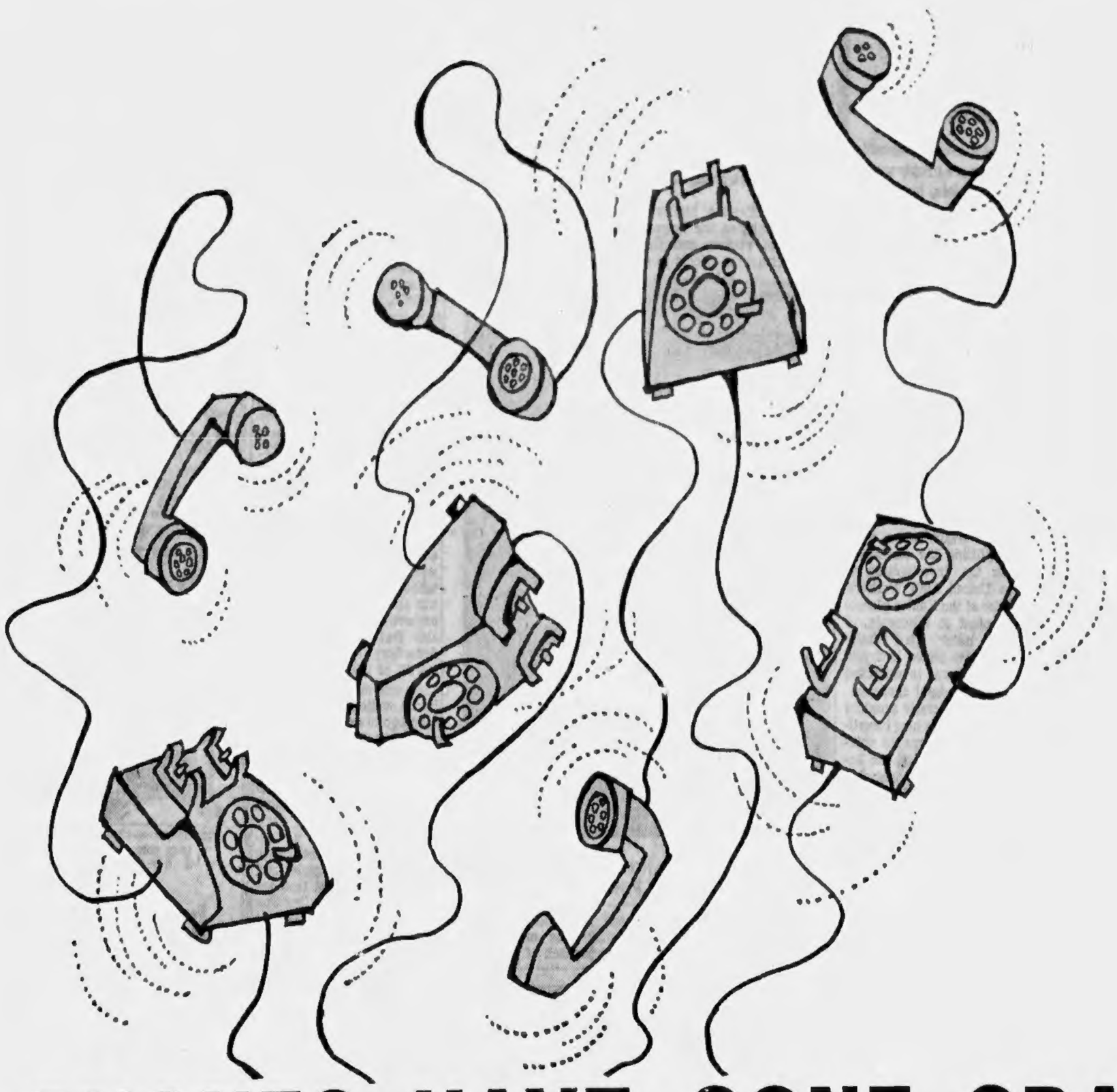
Toronto Star, November 6, 1959, p. 24



Toronto Star, February 26, 1960, p. 22



Toronto Star, March 4, 1960, p. 23



OUR PHONES HAVE GONE CRAZY!

The reason is simple. We have been overwhelmed by a flood of phone calls requesting service since we inaugurated Telemeter last Friday. Also, we've had a gratifying number of calls just to say "thank you" for bringing Telemeter to Etobicoke.

The public's response to Telemeter has been beyond anything that we had anticipated.

It seems that the excitement began to spread when neighbors told one another . . . "they're playing 'THE NUN'S STORY' that just got nominated for the Academy Award, and 'JOURNEY TO THE CENTER OF THE EARTH' with Pat Boone, the same pictures that are playing at the neighborhood theatres." . . . "no commercials, imagine seeing a picture from start to finish without a single interruption!" . . . "the price for the whole family is the same as the price of one movie ticket." . . . . "they're going to show the whole Maple Leaf game from Madison Square Garden Sunday night!"

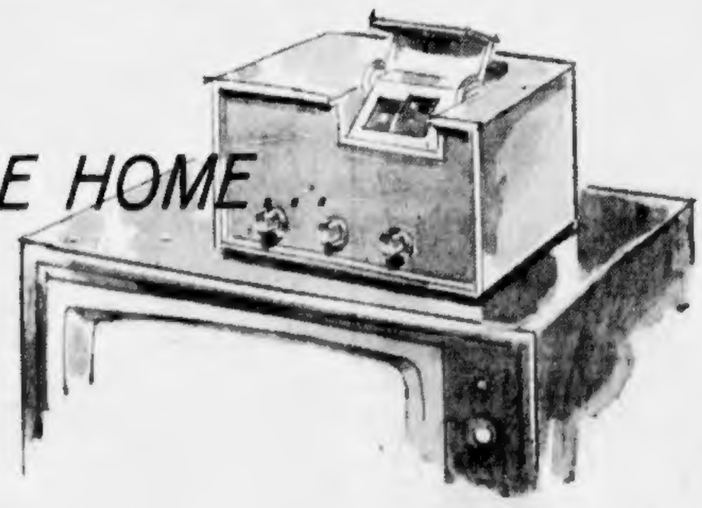
Your enthusiasm has been tremendous. For this, we thank you. It has also created some problems. For this, we ask your understanding and patience.

We shall try to meet the extraordinary demand for Telemeter as soon as we possibly can. We are accelerating our installation program. We are expediting shipment of materials. We are expanding every phase of our operation.

As soon as we catch up with the backlog, we plan to enlarge our present cable system to cover an area of 40,000 homes in West Toronto.

We launched a new medium of entertainment Friday. We are confident that what we pioneered here will bring added dimension and enjoyment to television viewers as Telemeter spreads everywhere.

FAMOUS PLAYERS CANADIAN CORPORATION, LIMITED

John Fitzgibbons C.B.E.
PRESIDENT

TRANS-CANADA TELEMETER *THEATRE IN THE HOME*